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DEVELOPMENT OF VETERANS' SOCIAL ENTREPRENEURSHIP IN UKRAINE

РОЗВИТОК ВЕТЕРАНСЬКОГО СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА В УКРАЇНІ

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Since the beginning of 2020, there is the Concept of implementation of state policy in the field of development of socially responsible business in Ukraine for the period until 2030, which provides for the encouragement by the state of business entities that, during their activities, adhere to international standards and principles of responsible business conduct [7]. This is caused by the difficult economic and social situation in Ukraine, such as: a sharp drop in the gross domestic product, the physical destruction of a large number of enterprises, significant scales of external labour migration, the loss of its intellectual and physical potential, limited investment opportunities in the economy [3; 5] and the emergence of new vulnerable population groups or social groups with special needs (internally displaced persons, temporarily displaced persons, veterans, persons who have lost their homes, etc.). Thus, our state needs to pay special attention to the development of joint ventures for the post-war recovery of Ukraine.

Encouragement of business to get involved into mitigating social challenges is carried out in Europe as well, but already at a higher level. In particular, the topic of responsible business is replaced by social entrepreneurship (SE), which is the notion of double nature. As A. Hayes states, a social entrepreneur is a person who pursues novel applications that have the potential to solve community-based problems. These individuals are

willing to take on the risk and effort to create positive changes in society through their initiatives [2]. The European Commission's statistical organization Eurostat, in its 2020 report «Social enterprises and their ecosystems in Europe – A comparative overview report», notes that 16 EU countries have adopted new legislation over the past decade to encourage social entrepreneurship, and 11 countries have created clear policies supporting its development. Among the reasons for the attention of European states to social entrepreneurship are its advantages such as: job creation; bringing innovations into social security; enabling citizens to participate in economic life and helping the demographic, green and digital transition, leaving no one behind [6, p.5]. During the war period Ukraine is facing all of these issues and so much more, and in the post-war recovery there will be lots of areas where social enterprises could be the best solution.

Today, in Ukraine, SEs operate within small and medium-sized businesses that strive for financial stability by improving their competitiveness. However, this can be achieved only through the involvement of highly qualified personnel, which is currently in short supply due to the above-mentioned reasons [1]. In our opinion, it is possible to overcome this discrepancy in the post-war reconstruction of Ukraine due to the development of a veteran SE, or a SE with a wide involvement of former military personnel as a workforce, who will return to civilian life in large numbers after the end of hostilities. At the same time, this mission is impossible without the support of this process by the state and territorial communities, which are gaining more and more powers and influence thanks to the decentralization reform.

Therefore, the development of mechanisms for the development of public-private partnership in order to support the veteran SE in Ukraine for its post-war development is an urgent issue.

Citizen involvement contributes to the SE's ability to self-organize and create networks for lobbying, coordination, and sharing of expertise. This dynamic is especially prevalent where there is a strong tradition of the social economy and/or the third sector to pave the way for the emergence of new joint ventures and/or the transformation of existing organizations into social enterprises [6, p.43]. Networks play an important role as a strategy through which SEs succeed in replicating their innovative models and meeting the growing demand for the services they provide. Analytical evidence demonstrates that the main roles of networks are to improve public recognition and awareness of SEs; advocacy and informing policy makers; promoting mutual learning and sharing; and providing services to its members [6, p.50].

Public-private partnership (PPP) in Ukraine is in the stage of active development and, with appropriate legal and organizational economic support, can contribute to the solution of many socio-economic problems of

both the state and regions. This is confirmed by the experience of successful implementation of PPP projects in many countries of the world. An important prerequisite for the success of PPPs at the regional level is the formation of united territorial communities, the expansion of their powers and financial capabilities. But in order for PPP to fully manifest itself, it is necessary to solve a number of important problems at the legislative, regulatory, and personnel levels, which can become the subject of further research and development in the scientific and practical plane [4, c. 35].

Decentralization reform in Ukraine is creating a favourable environment for creating mechanisms of social entrepreneurship development in Ukraine on the local level. This reform is associated with powerful institutional changes at both local and national levels. There is a systemic change in the development model, which should be considered in the holistic context of socio-economic transformations [8, c. 71].

Therefore, if Ukraine continues to develop capacities of local territorial communities and develops legislative and administrative framework for social entrepreneurship development, it can all work together on the principles of public-private partnership to resolve the existing issues in the Ukrainian economy and society. Involvement of veterans as the founders of social enterprises, or their workers and clients, is one of the prospects of post-war recovery of Ukraine.

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**PECULIARITIES OF PRESERVING THE PSYCHOLOGICAL
WELL-BEING OF AN INDIVIDUAL IN CONDITIONS
OF UNCERTAINTY**

**ОСОБЛИВОСТІ ЗБЕРЕЖЕННЯ ПСИХОЛОГІЧНОГО
БЛАГОПОЛУЧЧЯ ОСОБИСТОСТІ В УМОВАХ
НЕВИЗНАЧЕНОСТІ**

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Сучасні умови життя особистості полинають у невизначеності, які на сьогодні можуть мати різні варіації впливу на людину в залежності від різних аспектів її життєдіяльності: війна, політична та економічна нестабільність, технологічна невизначеність тощо. Такі обставини